



اوتبورستتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



*Cecare Departy Lo*

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LETTER OF SUBMISSION

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14 SEPTEMBER 2011

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En. Jammeson Garry,  
Entrepreneurship Lecturer,  
University Technology MARA (UiTM) Sarawak,  
Campus Samarahan,  
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Sarawak.

Sir,

SUBMISSION OF BUSINESS PLAN REPORT

Referring the above title, we would like to graciously submit our Business Plan Report that we have finally completed based on our studies and research. This has been done following the prepared guidelines and procedures.

2. We would like to thank your kindness and generosity in guiding and leading us in making this proposal all this while. Without your advice, we certainly would not be able to come out with such determined and dedicative proposal.
3. We will keep the knowledge, skills and information we have gathered for our good in the future. This Business Plan covers all aspect of starting the business general, administration, marketing, operation and financial status of company.
4. Therefore, we sincerely hope that this report will be satisfactory in your judgment and will be evaluated as fairly as possible. Your sincerest and honest consideration would be much appreciated.

Yours sincerely,

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General Manager

## 1.1 EXECUTIVE SUMMARY

This business is based on partnership where it consists of five members. The members consist of the General Executive, Administrative Executive, Marketing Executive, Operational Executive and Financial Executive. All of these positions play crucial roles and altogether are accountable to the establishment and operation of this company with the aim to run the business effectively and to attain the maximum profit. We believe that with the less competition and big support from the customers' demands towards this business, we can successfully achieve the goals that have stated in this business plan.

This business is based on partnership where it consists of five alleys. The alleys consist of the General Executive, Administrative Executive, Marketing Executive, Operational Executive and Financial Executive. All of these positions play crucial roles and altogether are accountable to the establishment and operation of this company with the aim to run the business effectively and to attain the maximum profit. We believe that with the less competition and big support from the customers' demands towards this business, we can successfully achieve the goals that have stated in this business plan.

The name of our cafe is Cecaro Deputy'Lo is located in Lot 3794, Block 1, Samarahan Land District, 94300, Kota Samarahan, Sarawak. We get the name by combine the dessert that we have in our cafe, such as Cendol (ABC), rojak and cakui. We take the name and combine it then become Cecaro Deputy'Lo. The reason we choose the three type of dessert is because we want to let people know more about the village dessert. Even though we know that ABC has been sold in few of shop, we still choose it because we do it in different style and have put many of flavour. Not like other shop that sold it, we observe that they only have one or two flavour. We choose cakoi because of it not all people make the cakoi. Only half of people may know what kind of dessert is that. In our cafe we make it in two types which is cakoi without jam and cakoi with jam. And the lastly we choose rojak. Rojak is the dessert that we want to let people know that we have served it to customer and it also the famous dessert.

## 2.1 INTRODUCTION TO THE ADMINISTRATION PLAN

Administration plan is very important in every business. It is the first step to achieve the excellent business in the future. Besides administration plan, there have another element that is important in business is such as general manager, operational manager and financial manager. Cooperation with all of the elements can make the business done successfully. This element is also to achieve the vision, mission and objective of the future business. Administrative manager should prepare:-

- Company vision, mission and objective
- Shareholder
- Administration strategies
- Man power planning
- Organisation chart
- Employee task and responsibility
- Compensation and benefit of workers
- Salary
- List of equipment
- Management budget
- Office layout